4/17/88 C4722-2

APRIL 11, 1988

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

TURNER HOSTS THE DEMOCRATS

UNWIRED NETWORK EXPANDS

FIBER PRODUCTS AT NCTA SHOW

SPACELINK UNVEILS AN OFFERING

TNT LANDS MAJOR CARRIAGE DEALS

GETTING THE AD ON THE AIR: BOOMING BUSINESS IN LOCAL SALES

*********MIXED CITY 20814
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EDITOR/ACQUISITIONS
ERI
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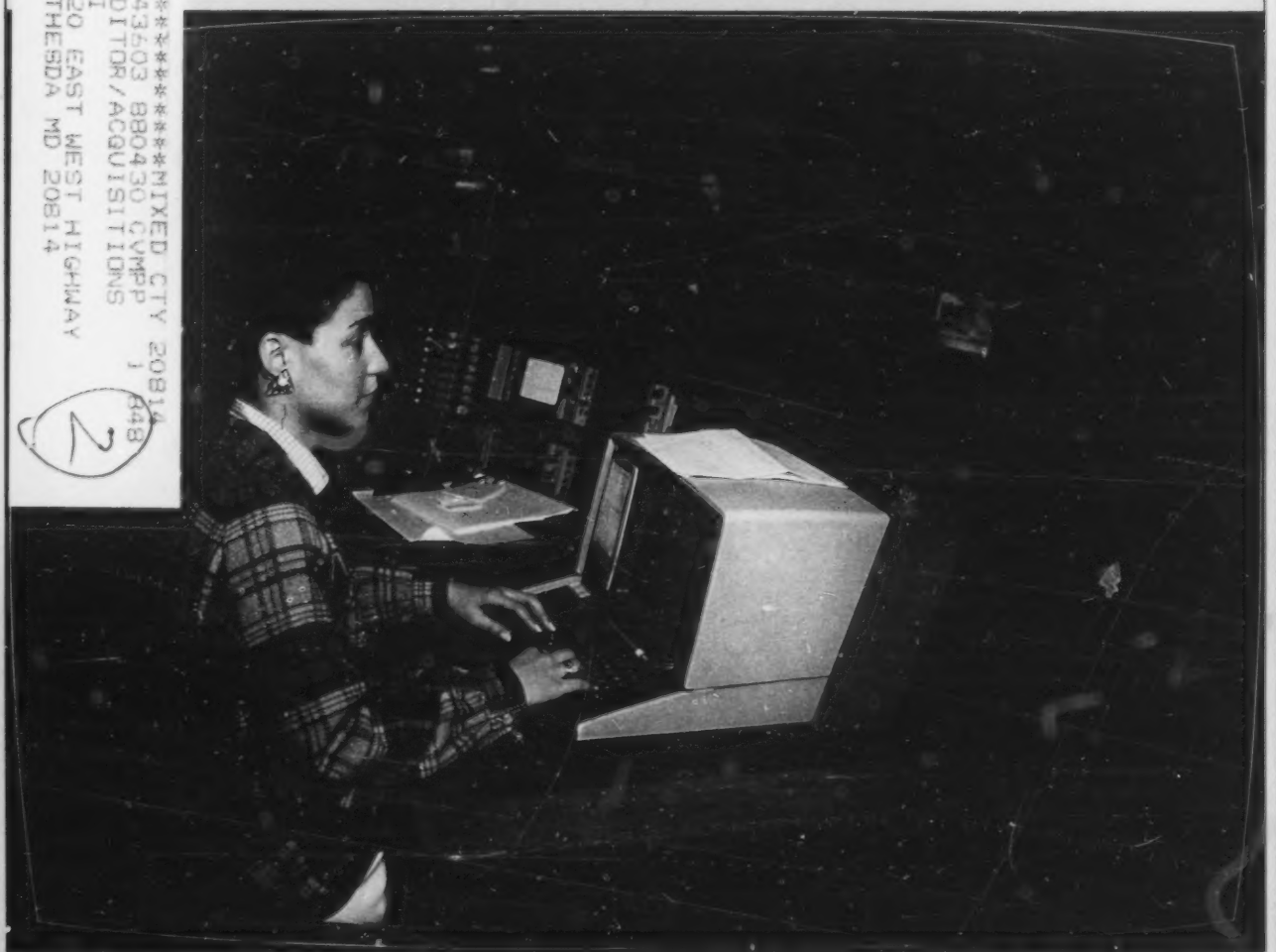

CableVision

FRONT LINE

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Some hard questions are asked, but cable interests escape with minor bruises from the House Telecommunications Subcommittee's oversight hearing. Two more such sessions are in the offing, where the stakes—and the rhetoric—should be substantially higher.

Cable Month kicks off 16
With a potential of 56 million viewers watching a special preview, Cable Month gets under way in the industry's second attempt at national promotion.

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Somewhat lost in all the talk about cable shows going into syndication is FNN's *Business This Morning*, which isn't setting the world on fire but is holding its own.

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Roger Werner, a powerful figure at ESPN the last few years, causes some gasps at being named the No. 2 executive at the ABC Television Network Group. In other surprising moves, ex-NCTA head Bob Schmidt takes over the wireless cable industry.

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Century Communications makes further inroads into the cellular telephone industry with the purchase of three systems for about $80 million.

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Last time it brought in more than $10 million in ad buys from Procter & Gamble, and this time it should do even better. Turner Broadcasting and Tribune Broadcasting are bringing another six independent stations into their unwired advertising network, and agency buyers are taking notice.

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"Effective competition" just got more effective with an FCC decision requiring that a TV signal be available to the entire franchise area before it can be counted toward the three signals necessary for deregulated rates. But industry officials say the impact will be slight.

The FCC wants YOUR data 30
Meanwhile on M Street, the FCC launches an inquiry into how TV stations are faring in the post-must-carry world. It wants to know how many stations have been dropped or repositioned and lots of other interesting detail. They'll be calling on you.

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A home court advantage 34
When the Democrats gather this summer to pick their presidential ticket, all the politicking will occur in Ted Turner's backyard, or, more specifically, in his building. The international media event is focusing attention on CNN and how it will act as host to its news competitors.

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New fiber products 36
The NCTA show is shaping up as something of a grand opening for many manufacturers of fiber optic products. The number and complexity of lightwave systems is proliferating and the cost is coming down.

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A Spacelink special 51
In its largest offering yet, Jones Spacelink has begun selling a $300 million public limited partnership to acquire and operate systems. The fund's goals are to provide investors with regular dividends and capital appreciation.

Local ad sales are booming, and making sure each spot runs properly can be tricky. At Manhattan Cable in New York, Carmen Ajaye monitors commercial insertion on 12 cable networks. Photo by Candace Drake

COVER STORY

Making the sale 42
It hasn't been an easy task persuading national television advertisers to spend large sums on cable, but the job is getting done. And more help is on the way from the CAB, which opens its annual convention this week.

Between the Lines

Cable political ads: An insider's assessment

"Like everything else in the cable industry, the political use of the medium has been overpromised. ...It was expected to have a big impact in 1984, and it didn't. It was expected to be important in 1986, and it wasn't."

After throwing that bucket of cold water on cable's aspirations to emerge as a major vehicle for political advertising, Richard Armstrong goes on to take back most of it in his new book, *The Next Hurrah* (Beech Tree Books, 300 pp., $18.95). "Will cable have an impact on American politics? In subtle ways, I think the answer is yes," he later concludes.

Armstrong, something of a *wunderkind* in direct mail marketing, devotes a fat chapter to cable in his examination of the packaging and selling of politicians. He rehashes, somewhat breathlessly, the story of Rep. Barney Frank's stunning upset of eight-term incumbent Margaret Heckler in the 1982 congressional elections in Massachusetts. Frank, as many of you will recall, bought wall-to-wall ad time on Whaling City Cable TV in the district's pivotal Fall River community, swung most of that town's Portuguese community his way and stole the election from under Heckler's nose. "It would go down in history as the first, and still the best, use of cable television in a political campaign," Armstrong asserts.

But cable isn't likely ever to supplant broadcast television as the medium of choice for politicians, Armstrong believes. Using a military analogy, he says network advertising will be like saturation bombing by B-52's, while cable can become a politician's tanks, knocking out specific bridges and other narrow targets. That's because a candidate, using cable, can reach specific audiences. All of this makes for quite interesting reading. Armstrong even offers an appealing answer to the question why political media managers don't use cable more than they do. Most such practitioners are retained for a flat fee plus 15 percent of the cost of the media buy. 15 percent of a $125,000 spot on a broadcast network is a nice piece of change. The same cannot be said for a $1,250 spot on cable.

—Steve Tuttle
Editor and Associate Publisher

LETTERS

Editor:

Your Cablescope piece that cynically reported my support of Sen. Albert Gore Jr. for president (*CV* 3/14/88 p.8) unfortunately missed both the facts and the point.

The fund-raising event was organized by me—invitation list; personal stationery; location; menu; conversations with Gore's national and state finance chairman; coordination with other studio executive co-sponsors; etc. This was not a Disney Channel event.

Moreover, I have been trained to place the broader issue of electing the country's leader ahead of a narrow personal or business interest. Of course, I oppose S.889, legislation which would mandate third-party packaging of scrambled cable programming. In November 1987 I tried, with no success, to convince the senator's staff and a number of other senators of the flaws in the proposed legislation. In Washington my voice remains strong in opposition to the Gore bill.

However, it would be both cynical and naive on my part or on any observer's part to assume that my support of Sen. Gore for president could have any influence on the proposed legislation.

I support Sen. Gore for president because I believe he is by education, background, temperament and character an heir to the legacy left by those few presidents who were able to motivate and move a nation.

John F. Cooke
President
The Disney Channel

Editor's Note: The item specifically stated that the fundraiser was hosted by Cooke. It quoted a Disney spokesman as saying it was "not an official Disney Channel function" and that Cooke had "invited people both in and out of the entertainment industry."

CableVision

William McGorry
Publisher
Steve Tuttle
Editor, Associate Publisher
Josh Gordon
Associate Publisher/Ad Director

EDITORIAL

DENVER—Roger Brown, Associate Editor
NEW YORK—Virginia Munger Kahn, Bureau Chief; Wayne Friedman, Senior Editor; Candace Drake, Associate Editor
WASHINGTON—John Wolfe, Managing Editor, Bureau Chief
WEST COAST—Fred Dawson, Bureau Chief, Editorial Consultant

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DENVER—Jeff Knight, Production Director; Don Ruth, Graphics Director; Elaine Callahan, Production Assistant; Debbie Van Dyke, Production Assistant

ADVERTISING

NEW YORK—Elaine Alimonti, Regional Sales Manager
DENVER—Jim Dickson, Regional Sales Manager; Judy Medley, Classified Sales Manager

CIRCULATION

SOLON—Dottie Sievers, 6521 Davis Industrial Parkway, Solon, Ohio 44139, (216) 248-1125.

OFFICES

DENVER—600 Grant St., Suite 600, Denver, Colo. 80203 (303) 860-0111; Fax: (303) 837-8625
NEW YORK—432 Park Ave. South, Suite 1109, New York, N.Y. 10016. (212) 213-3110; Fax: (212) 213-3126
WASHINGTON—1611 N. Kent Street, Suite 1000, Arlington, Va. 22209. (703) 247-3368; Fax: (703) 243-4190
WEST COAST—366 S. Morning Sun, Mill Valley, Calif. 94941. (415) 381-2900

Patrick Keleher
President/Chief Executive Officer
Janice L. Benesch, Controller

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ABP BPA

PROGRAMMING/Pay-Per-View Supply Chart

April

China Girl (4/20) — Source: Vestron
MPAA Rating: R — Running Time: 89 mins.
Cast: Sari Chang, James Russo, Richard Panebianco.

Hail Hail Rock & Roll (4/7) — Source: Universal
MPAA Rating: PG — Running Time: 120 mins.
Cast: Chuck Berry, Eric Clapton, Robert Cray.

Living Daylights (4/13) — Source: MGM/UA
MPAA Rating: PG — Running Time: 130 mins.
Cast: Timothy Dalton, Maryann D'Abo, Jeroen Krabbe.

Made in Heaven (4/14) — Source: Lorimar
MPAA Rating: PG — Running Time: 102 mins.
Cast: Kelly McGillis, Timothy Hutton.

Maid To Order (4/11) — Source: New Century/Vista
MPAA Rating: PG — Running Time: 92 mins., 32 secs.
Cast: Ally Sheedy, Beverly D'Angelo, Dick Shawn, Valerie Perrine.

Near Dark (4/1) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 90 mins.
Cast: Adrian Pasdar, Jerry Wright, Tim Thomerson.

Pick Up Artist (4/21) — Source: 20th Century-Fox
MPAA Rating: PG-13 — Running Time: 81 mins.
Cast: Molly Ringwald, Robert Downey Jr., Dennis Hopper.

Platoon (4/6) — Source: HBO Entertainment
MPAA Rating: R — Running Time: 113 mins.
Cast: Tom Berenger, Charlie Sheen, Wilem DeFoe.

Someone To Watch Over Me (4/28) — Source: Columbia
MPAA Rating: R — Running Time: 106 mins.
Cast: Tom Berenger, Mimi Rogers, Lorraine Bracco.

Stakeout (4/14) — Source: Touchstone
MPAA Rating: R — Running Time: 118 mins.
Cast: Richard Dreyfuss, Emilio Estevez, Madeleine Stone.

Steel Dawn (4/2) — Source: Vestron
MPAA Rating: R — Running Time: 101 mins.
Cast: Patrick Swayze.

Three O'Clock High (4/7) — Source: Universal
MPAA Rating: PG-13 — Running Time: 90 mins.
Cast: Casey Siemaszko, Anne Ryan, Richard Tyson.

Weeds (4/16) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 118 mins.
Cast: Nick Nolte, Lane Smith, Rita Taggart.

Zombie High (4/24) — Source: Sage Entertainment
MPAA Rating: R — Running Time: 91 mins.
Cast: Virginia Madsen, Richard Cox, James Wilder.

May

Adventures in Babysitting (5/12) — Source: Touchstone
MPAA Rating: PG13 — Running Time: 99.06 mins.
Cast: Elisabeth Shue, Keith Coogan, Anthony Rapp.

Date With An Angel (5/20) — Source: HBO Enterprises
MPAA Rating: PG — Running Time: 105 mins.
Cast: Michael Knight, Phoebe Cates, Emmanuel Beart.

Fatal Beauty (5/20) — Source: MGM/UA
MPAA Rating: R — Running Time: 104 mins.
Cast: Whoopi Goldberg, Sam Elliot, Ruben Blades.

Flowers In The Attic (5/16) — Source: HBO Enterprises
MPAA Rating: PG13 — Running Time: 95 mins.
Cast: Victoria Tennant, Kristy Swanson, Louise Fletcher.

Hamburger Hill (5/1) — Source: Paramount
MPAA Rating: R — Running Time: 109 mins.
Cast: Anthony Barrile, Michael Patrick Boltman, Don Cheadle.

Heart (5/1) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 90 mins.
Cast: Brad Davis, Jesse Doran, Francis Fisher.

Hearts of Fire (5/19) — Source: Lorimar
MPAA Rating: R — Running Time: 96 mins.
Cast: Bob Dylan, Fiona, Rupert Everett.

Hiding Out (5/6) — Source: HBO Enterprises
MPAA Rating: PG13 — Running Time: 145 mins.
Cast: Jon Cryer, Annabeth Gish.

Hotel Colonial (5/18) — Source: HBO Enterprises
MPAA Rating: R — Running Time: 104 mins.
Cast: Robert Duvall, John Savage, Racheal Ward.

Less Than Zero (5/5) — Source: 20th Century-Fox
MPAA Rating: R — Running Time: 100 mins.
Cast: Andrew McCarthy, Jami Gurtz, Robert Downey Jr.

My Life As A Dog (5/1) — Source: Skouras
MPAA Rating: Unrated — Running Time: 101 mins.
Cast: Anton Glanzelicis.

Return of the Living Dead Part II (5/26) — Source: Lorimar
MPAA Rating: R — Running Time: 89 mins.
Cast: James Karen, Thom Mathews, Dana Ashbrook.

Sicilian (5/5) — Source: 20th Century-Fox
MPAA Rating: R — Running Time: 115 mins.
Cast: Christopher Lambert, Terrence Stamp, Barbara Sukowa.

Transmutations (5/13) — Source: Vestron
MPAA Rating: R — Running Time: 103 mins.
Cast: Derholm Elliot, Stephen Berkoff.

The UnTouchables (5/19) — Source: Paramount
MPAA Rating: R — Running Time: 119 mins.
Cast: Kevin Costner, Robert DeNiro, Sean Connery.

Women's Club (5/13) — Source: Vestron
MPAA Rating: R — Running Time: 90 mins.
Cast: Michael Pare, Maude Adams, Eddie Velez.

Note: Running times are approximate.
NR indicates film not rated by MPAA.
* Unavailable at presstime.

Film information provided to International Thomson Communications Inc. by distributors.

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	SUBSCRIBERS
Cable Video Store	April 1, 1986	Galaxy III, tr.5	VideoCipher II	Movies, how-to's, special events. 24 hours per day, approx. 50 titles per month	Available in systems serving 1,000,000 addressable subscribers)
Home Premiere Television	December 4, 1987	Galaxy III, tr. 16	VideoCipher II	First-run movies, special events.	Available in systems serving 1,000,000 addressable subscribers)
Playboy On Demand	September 1, 1987	Satcom IV, tr.24	VideoCipher II	Original Playboy programs and adult motion pictures.	Available in systems serving 1,000,000 addressable subscribers
Request Television	November 27, 1985	Galaxy I, tr. 12	VideoCipher II	Min. of four major motion pictures per week over 14 day cycle, special events.	Available in systems serving 3.6 million subs. (2.5 million addressable).
Viewer's Choice	November 26, 1985	VC-1: Galaxy III, tr. 21, VC-2: Galaxy III, tr. 18	VideoCipher II	Channels I & II. First-run movies, special events	Available in systems serving over 3 million subs.
Zap! Movies	June 5, 1986	Spacenet II, tr.1,3,11,23	VideoCipher II	Channel 1: 2 movies per week, the newest and top-selling. Channel 2: Cult favorites, and top of the charts video store sellers. Channel 3: Additional plays of movies on 1 & 2 (frequency channel).	Available in systems serving 160,000 subs (60,000 addressable).

Local sales surge as CAB unleases persuasive new data

Case is made that cable can make up for underdelivery in broadcast network buys

By Wayne Friedman

Persuading national television advertisers to increase their spending on cable hasn't been a easy task. There still are those unappetizing one and two ratings points which have helped keep cable shares of total national broadcast dollars at between 2 percent and 10 percent. Now, on the eve of its annual convention, the Cabletelevision Advertising Bureau is unleashing data to further dismiss objections to boosting ad dollars in cable. While cable networks already have attempted to use this data, some are using tools from the old days—the environment pitch—to lure advertisers.

The new information by the CAB hopes to ease a long-held fear among national broadcast advertisers, that a bigger share of broadcast budgets devoted to cable diminishes the reach of total television households. Based on research by ad agency DDB Needham, CAB extracted numbers for its own study, called Television Optimix, showing that an advertiser could spend up to 25 percent of budget on cable and not lose overall household reach (see chart).

Other numbers: CAB also claims the cost per gross rating point has climbed 54 percent over the course of the last five broadcast seasons. Thus, the same advertising dollars spent this season as in the '82 to '83 year results in 35 percent fewer gross ratings points. The remedy: Lifting cable advertising shares up to 25 percent would make the advertiser whole again.

"If you were to spend a $1 million in broadcast, and took out $50,000 for cable, people were worried you would lose all that reach," says Bart McHugh, senior vice president and director of national radio/television programming for DDB Needham. "But guess what. You don't lose all that reach. Instead, you substantially increase your frequency and efficiency."

While some ad agency heads like McHugh generally support this kind of research, it has been a tough sell to advertisers. Ad agency professionals say few of their clients really want to delve into these numbers because they want more readily tangible elements. Not only does that include bigger network ratings, but also buying the image of *The Cosby Show* or a Super Bowl, something which cable—except for the NFL—cannot provide.

Even CAB President Bob Alter admits this new data on reach isn't enough to stir traditional broadcast national advertisers into buying more cable television time. "There is no one panacea for driving up advertiser budgets. Brick by brick we have to build up a case," says Alter.

Some of the bricks already in place include a CAB computerization system for evaluating actual broadcast schedules. It can analyze how that schedule performs in cable and non-cable households, and then can evaluate the value of cable households for a particular advertiser in terms of consumption. Then it makes recommendations as to what percent of the budget should go to cable to correct that underdelivery. All this is put on floppy disk for easy computer use for advertisers. "This adds up to a level of sophistication, in terms of the data that cable has to work with, that has risen dramatically," says Alter.

This plethora of numbers doesn't necessarily mean cable networks will be selling that way in the future. "The trend in now back to the environment,"

See **Ads**, *page 44*

Rethinking cable's share of TV ad dollars

High level
All broadcast schedule = 400 GRPs
Percent HH reach in four weeks

Percent of TV ad budget allocated to cable

	0%	5%	10%	15%	20%	25%	35%	45%	55%	65%
Total U.S. HH										
Total Reach	84.9	85.5	85.5	85.9	86.0	85.5	83.8	81.4	78.3	74.2
Eff. Reach	56.0	56.6	56.9	57.6	58.1	57.9	57.1	55.4	53.3	50.5

Medium level
All broadcast schedule = 300 GRPs

Total U.S. HH										
Total Reach	80.0	80.0	80.5	80.8	80.1	80.0	78.2	75.9	73.6	69.1
Eff. Reach	45.8	45.9	46.6	47.2	47.1	47.4	47.1	46.3	45.5	43.1

Low level
All broadcast schedule = 200 GRPs

Total U.S. HH										
Total Reach	69.7	70.1	70.7	70.3	69.8	70.1	70.1	67.9	64.7	62.6
Eff. Reach	31.0	31.3	32.0	32.3	32.6	33.2	34.1	34.3	33.6	33.5

Note: Eff. Reach defined as HHs reached with 3+ frequency. Ratio of cable/household CPM = .70
Source: CAMEO. Market Science Associates
Color blocks indicate "Comfort zone"

'The trend in now back to the environment. The new is the old.'

—Doug Greenlaw
MTV Networks

Ads, *from page 42*

says Doug Greenlaw, senior vice president of MTV Networks. "The new is the old."

Because of the inconsistencies with people meters numbers, cable might be forced to work off of the environment pitch more than ever before. This is especially true with kids and youth programming, says Greenlaw. "We are sticking to our guns with our environment pitch. Every agency understands, as Nielsen does, the weakness of the people meters."he says.

Top 10 1987 cable network advertisers

Company	1987 amount	Percent change from 1986
1. Procter & Gamble	$23,713,272	-20.3
2. Anheuser-Busch	22,943,379	+17.7
3. Philip Morris	20,581,730	-7.2
4. General Mills	18,580,934	+19.6
5. Time, Inc.	16,411,682	+2.3
6. Mars, Inc.	14,876,662	-15.8
7. RJR Nabisco	14,688,479	+40.5
8. Coca Cola	9,796,911	+59.8
9. Thompson Medical Co.	8,373,684	+360.2
10. General Motors Corp.	7,967,826	+10.6

Source: Arbitron

While computerization may be helping the cable industry coordinate its post-buy analysis, there still are many problems in buying cable. Many executives still complain that buying enough of cable's two and three ratings mean more work and more phone calls. "(Considering) the difficulty in buying and managing cable with the easiness of buying another 30 for $125,000 in *St. Elsewhere*, why hassle with cable. Whereas with a $125,000, you can buy a week's worth of cable on 10 cable networks."

Still, there are some advertisers that are spending more than 20 percent of budget on cable. Gillette is one, says the CAB. This is in spite of the extra work involved in the buy. "There is some assembly required," McCormick wryly notes.

You can never get too much of a good thing. And for cable operators the NFL on ESPN proved to do just that.

Although cable ad sales already had been rising, football quickened the pace, to the delight of cable operators. Along with increased awareness of how to sell cable to local advertisers, the NFL helped kick up local sales by 38 percent in 1987 over 1986. Local ad sales for cable came in at $264 million in 1987, according to Ron Fischmann, CAB's vice president of local sales. He thinks that may climb to $400 million for 1988.

Fischmann believes are there four reasons for this success: 1) The higher professionalism of cable operator sales forces. 2) Ad agency acceptance at the local level. 3) Reaching 50 percent penetration. 4) The cost efficiency.

While he says the NFL was important, these other factors aided local cable advertiser sales even more. Also noted in this rise is that unsold avails now are being used to promote cable programming, thus increasing the effectiveness of advertiser spots.

Local spots for the NFL represented a wide range in prices. Terry Gray, director of ad sales for Colony Communications, says he seen unit prices from $15 a thirty to $1,500, depending on the size of the system. "Some of the small markets didn't realize what they had possession of," he says. Because no one knew what to expect, prices confused some people in the business.

While Gray wouldn't reveal actual revenue, he did say 1987's local revenue grew 28 percent over the year before; he attributes 5 percent to 6 percent of that growth to the NFL. Colony realized local ad sale growth in the low teens percentage in '86 versus the '85 season.

There is even better news elsewhere. Centel Cable President Dave Bohmer says local cable sales doubled in '87, registering $2.6 million. Bohmer wouldn't attribute the entire increase to the football broadcasts, but he did say it brought in new advertisers. He also said Centel's new character-generated classified ad system also was a big boom to its ad sales efforts.

The NFL also seems to be showing some residual side effects. Gray says Colony's first quarter local sales is significantly higher that it was this time last year. Many advertisers that were first-time buyers of the NFL came back to buy again. CAB's Fischmann concurs that some operators are seeing 40 to 90 percent increases during the first quarter of 1988. He says that where local cable advertisers had cherry picked when they would run spots, advertisers now are booking whole months and quarters at a time. Since most local advertisers are retailers—car dealers and department stores—they tend to significantly increase advertising during holidays such as Washington's Birthday and Memorial Day. Still, says Gray, the NFL "is not the panacea of cable ad sales, but it has been a tremendous benefit to ad sales and the cable industry as a medium." ■

'There is no one panacea for driving up advertiser budgets. Brick by brick we have to build up a case.'

—Bob Alter, CAB president

CABLE STATS

Satellite Lineup

Satcom III-R (RCA Americom)	**Transponder**
Arts & Entertainment	24
BET	20
Cable Radio Network	4
Cinemax (West)	23
ESPN (Blackout)	7
The Fashion Channel	1
Financial News Network	4
Genesis Storytime	3
HBO (West)	13
Home Shopping Network	22
The Learning Channel	2
Lifetime	17
National Jewish Television	18
QVC Network	8
Reuter Monitor Service	18
Showtime (West)	10
Tempo Sound	6
Tempo Television	6
Tempo Text	6
The Travel Channel	16
Trinity Broadcasting Network	3
TV Decisions	24
USA Network (West)	10

Satcom IV (RCA Americom)	**Transponder**
Alternate View Network	10
American Movie Classics	10
America's Value Network	5
Biznet	6
Bravo	2
Gospel Music Network	3
Hit Video USA	18
Home Shopping Network 2	1
Home Sports Entertainment	11
Home Team Sports	22
Liberty Broadcasting Network	7
Madison Square Garden Network	6
The Motivation Network	3
Movietime	17
National Black Network	19
New England Sports Network	13
Nickelodeon (West)	4
Nostalgia Channel	21
The Playboy Channel	24
Playboy On Demand	24
Prime Ticket	20
The Silent Network	23V
SportsChannel-New England	23
SportsVision	9
WPIX—New York	19

Satcom F1R (RCA Americom)	**Transponder**
KTVT (Dallas/Ft.Worth)	22

Westar III (Western Union)	**Transponder**
CNN	5

Westar IV (Western Union)	**Transponder**
Atlantic City Horse Racing	6
Cable News Network (CNN)	16
Catholic Telecommunications Network of America	11
Consumer Discount Network	24
National Christian Network	2
International Television Network	10D
Public Broadcasting Service	15, 17, 21, 23
Texas State Network	2

Westar V (Western Union)	**Transponder**
Moody Broadcasting Network	7D
Pro-Am Sports System (PASS)	8
The University Network	2
Zephyr Weather Information Service	7D

Telstar 303 (AT&T)	**Transponder**
American Exxxtasy	19

Galaxy I (Hughes)	**Transponder**
CBN Cable Network	11
Cinemax (East)	19
CNN	7
Country Music Television	13
The Discovery Channel	22
The Disney Channel (East)	4
(West)	24
Electra	18
EPG	3
ESPN	9
GalaVision	20
HBO (East)	23
Headline News	8
The Inspirational Network	17
The Movie Channel (East)	10
(West)	14
The Nashville Network	2
Request Television	12
Seeburg Adult Contemporary	3
Seeburg Contemporary Instrumental	3
Showtime (East)	5
SIN	6
Tempo Text	18
USA Network (East, Central)	21
Video Mall Network	22
WGN	3
WOR-TV	15
WTBS	18

Galaxy III	**Transponder**
Cable Value Network	9
Cable Video Store	5
C-SPAN	24V
C-SPAN II	14V
Eternal Word Television Network	10
Galactic Radio	11
Home Premiere Television	16
Lifetime	20
The Meadowlands Racing Network	17
Mind Extension University	11
MTV Music Television	17
Nick At Night	19
Nickelodeon	19
Video Hits One (VH1)	15
Viewer's Choice 1+2	21,18
The Weather Channel	13

Spacenet I (GTE)	**Transponder**
ACTS	15

Spacenet II (GTE)	**Transponder**
Select TV	13
Zap! Movies	9

Note: A company name in parentheses following a service or network designates the transponder owner. Source: International Thomson Communications Inc.

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	5,200,000	(12/87)
2.	American Television and Communications Corp.	3,695,000	(12/87)
3.	Continental Cablevision	2,169,000	(2/88)
4.	Storer Cable Communications	1,453,000	(12/87)
5.	Cox Cable Communications	1,438,057	(12/87)
6.	Warner Cable Communications Inc.	1,405,349	(12/87)
7.	Comcast	1,342,500	(1/88)
8.	United Cable	1,179,336	(2/88)
9.	Newhouse Broadcasting	1,060,759	(12/87)
10.	Viacom Cablevision	1,068,436	(2/88)
11.	Cablevision Systems Corp.	1,035,429	(2/88)
12.	Heritage Communications Inc.	1,026,224	(12/87)
13.	Jones Intercable	956,141	(3/88)
14.	Times Mirror Cable Television Inc.	918,480	(12/87)
15.	Sammons Communications Inc.	827,652	(2/88)
16.	UA Cablesystems Corp.	803,615	(2/88)
17.	Century Communications Corp.	680,400	(3/87)
18.	Paragon Communications	665,000	(1/88)
19.	Cooke Cablevision	618,042	(3/88)
20.	Adelphia Communications	594,315	(3/88)
21.	Cablevision Industries	593,333	(2/88)
22.	Daniels & Associates	590,618	(12/87)
23.	Telecable Corp.	533,256	(12/87)
24.	Rogers Cablesystems Inc.	529,708	(12/87)
25.	Centel Cable	524,859	(1/88)
26.	Scripps-Howard	430,990	(12/87)
27.	Wometco Cable TV Inc.	395,679	(12/87)
28.	Post-Newsweek	385,442	(1/88)
29.	Prime Cable Corp.	353,362	(12/87)
30.	Falcon Cable TV	343,000	(2/88)
31.	TCA Group	337,999	(1/88)
32.	Multimedia Cablevision	304,610	(1/88)
33.	Maclean Hunter Cable TV Ltd.	296,969	(11/87)
34.	Tele-Media	291,227	(1/88)
35.	Lenfest Group	266,370	(1/88)
36.	Rifkin & Associates	260,000	(10/87)
37.	Colony Communications Inc.	250,786	(1/88)
38.	Western Communications	250,019	(3/88)
39.	TKR Cable Co.	236,042	(1/88)
40.	Simmons Communications	226,861	(2/88)
41.	Cencom Cable	212,793	(2/88)
42.	Communications Service Inc.	210,000	(12/86)
43.	Service Electric Cable TV Inc.	205,000	(11/87)
44.	Hauser Communications Inc.	196,000	(2/88)
45.	Taft Cablepartners	194,462	(1/88)
46.	Media General Inc.	163,000	(2/88)
47.	Harron Communications	158,982	(1/88)
48.	Greater Media	154,305	(12/87)
49.	Sutton Capital Corp.	152,053	(11/87)
50.	Palmer Communications	151,221	(2/88)
51.	Armstrong Utilities	143,807	(2/88)
52.	Essex Communications Corp.	136,540	(11/87)
53.	U.S. Cable Corp.	135,287	(11/87)
54.	Summit Communications	124,900	(1/88)
55.	Cable Systems USA	123,826	(12/87)
56.	Columbia International	117,911	(1/88)
57.	Bresnan Communications Co.	115,018	(2/88)
58.	King Videocable	114,100	(1/88)
59.	Northland Communications	114,025	(12/87)
60.	Harte-Hanks Communications	113,344	(12/87)
61.	Sonic Communications	111,585	(8/87)
62.	Multi-Channel TV Cable Inc.	110,134	(9/87)
63.	Booth Communications	108,617	(1/88)
64.	Star Cablevision Group	103,733	(11/87)
65.	M.L. Media Partners	99,556	(12/87)
66.	Susquehanna Broadcasting	94,166	(12/87)
67.	Midcontinent Cable Systems Co.	90,963	(2/88)
68.	McDonald Group	90,079	(8/84)
69.	Omega Communications	90,000	(11/87)
70.	WEHCO Video	89,078	(12/87)
71.	United Video Management	86,341	(12/87)
72.	Pencor Services	85,264	(1/88)
73.	Coaxial Communications	84,859	(9/87)
74.	Enstar Communications	69,155	(2/88)
75.	Masada Corp.	69,120	(10/87)
76.	Selkirk Communications	68,000	(10/87)
77.	Rock Associates	67,215	(1/88)
78.	Chambers Communications Corp.	61,471	(12/87)
79.	Mountain Cable Co.	59,746	(1/88)
80.	Insight Communications	58,964	(1/88)
81.	Cardinal Communications	56,500	(1/88)
82.	North American Comm. Corp.	54,606	(12/87)
83.	Hearst Communications of California	53,866	(1/88)
84.	State Cable TV	51,490	(12/87)
85.	Helicon Corp.	50,000	(12/87)
86.	Dowden Communications	49,942	(2/88)
87.	Bachow and Elkin Communications	48,459	(2/88)
88.	Commonwealth Cable Systems	48,020	(11/87)
89.	Galaxy Cablevision	47,232	(1/88)
90.	Joseph Gans Cable TV	46,532	(11/86)
91.	Prestige Cable TV, Inc.	46,336	(2/88)
92.	New England Cablevision	45,947	(1/88)
93.	CableAmerica	44,000	(1/88)
94.	Leonard Communications	44,000	(2/86)
95.	Telesat Cablevision, Inc.	43,601	(12/88)
96.	Douglas Communications	43,597	(1/88)
97.	CableSouth, Inc.	40,600	(2/88)
98.	Acton Corp.	38,500	(10/87)
99.	Countryside Cable	35,000	(2/88)
100.	Harmon Cable Communications	29,202	(3/88)

Subscriber counts are provided by MSOs and systems to *CableVision* Magazine Inc. Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to *CableVision*, Attention: Candace Drake, Cable Stats, 432 Park Avenue South, Suite 1109, New York, NY 10016.

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	Woodbury (Long Island), NY	Cablevision Systems Corp.	294,244	(2/88)
2.	San Diego, CA	Cox Cable	291,914	(12/87)
3.	Manhattan, NY	ATC	242,000	(12/87)
4.	San Antonio, TX	Rogers Cablesystems	221,894	(12/87)
5.	Puget Sound, WA	Viacom	199,800	(3/88)
6.	East Orange, NJ	Maclean Hunter	195,644	(11/87)
7.	Portland, OR	Rogers	187,442	(2/88)
8.	Honolulu, HI	ATC	187,000	(12/87)
9.	Houston, TX	Warner Cable	185,700	(3/88)
10.	Phoenix, AZ	Times Mirror	184,921	(12/87)
11.	Hartford/Plainville/Vernon, CT	United Cable	170,955	(2/88)
12.	Chicago (suburbs)	Tele-Communications Inc.	163,000	(12/87)
13.	Wayne, NJ	UA Cablesystems	162,270	(2/88)
14.	Louisville/Jeff. Co., KY	Storer Communications	158,544	(12/87)
15.	Cincinnati, OH	Warner	157,332	(12/87)
16.	Englewood, CO	United	156,911	(2/88)
17.	Rochester, NY	ATC	154,000	(12/87)
18.	Hampton Roads, VA	Cox Cable	153,820	(12/87)
19.	Fairfax, VA	Media General	152,000	(2/88)
20.	Jacksonville, FL	Continental Cablevision	152,000	(2/88)
21.	Tulsa, OK	United	151,239	(2/88)
22.	Atlanta, GA	Prime Cable Corp.	149,697	(12/87)
23.	Cherry Hills, NJ	NYT	145,075	(7/87)
24.	Orlando,FL	ATC	143,500	(6/87)
25.	Kansas City, MO	ATC	137,000	(12/87)
26.	Buffalo, NY	Adelphia Communications	132,801	(3/88)
27.	Manhattan, NY	Paragon Cable	132,000	(1/88)
28.	San Jose/Campbell, CA	Gill Cable	131,600	(1/88)
29.	Baltimore County, MD	Comcast	130,000	(10/87)
30.	Memphis/W. Memphis, TN	ATC	126,000	(12/87)
31.	Charlotte, NC	ATC	125,000	(12/87)
32.	St. Louis Co., MO	Cencom Cable	124,979	(2/88)
33.	Long Island, NY	Viacom	120,700	(3/88)
34.	San Francisco, CA	Viacom	119,300	(3/88)
35.	San Diego, CA	ATC	119,000	(12/87)
36.	Austin, TX	ATC	115,000	(12/87)
37.	Pompano, FL	Continenial	112,567	(12/87)
38.	Seattle, WA	TCI	112,500	(12/87)
39.	Warren, NJ	TKR	109,854	(2/88)
40.	Richmond, VA	Continental	109,000	(2/88)
41.	Toledo, OH	Blade Communications	105,470	(10/87)
42.	San Juan, PR	ML Media Partners	104,757	(12/86)
43.	Jefferson Parish/Kenner, LA	Cox Cable	100,679	(12/87)
44.	Grand Rapids, MI	UA Cablesystems	100,728	(2/88)
45.	Dallas, TX	Heritage	100,355	(12/87)
46.	Southeast Michigan	Comcast	100,031	(10/87)
47.	Wilmington, DE	Heritage	99,150	(12/87)
48.	Escondido, CA	Times Mirror	95,374	(12/87)
49.	Raleigh/Durham, N.C.	ATC	95,000	(12/87)
50.	Tacoma, WA	Viacom	94,200	(3/88)
51.	Dade/Broward, FL	Storer	94,173	(12/87)
52.	Pinellas County, FL	Vision Cable	93,920	(9/87)
53.	Indianapolis, IN	Comcast	92,000	(10/87)
54.	Pittsburgh, PA	TCI	91,000	(12/87)
55.	Naples, FL	Palmer Communications	90,000	(2/88)
56.	Boston, MA	Cablevision Co.	89,685	(2/88)
57.	Nashville, TN	Viacom	88,400	(3/88)
58.	Wichita, KS	Multimedia Cablevision	86,929	(12/87)
59.	Worcester Complex, MA	Greater Media	85,083	(12/87)
60.	Greensboro, NC	ATC	84,000	(12/87)
61.	Orange County, CA	Times Mirror	83,504	(12/87)
62.	Harrisburg, PA	Sammons Communications	82,179	(2/88)
63.	Las Vegas, NV	Prime Cable	81,204	(12/87)
64.	South Texas, TX	Heritage	80,604	(12/87)
65.	Dover, Morristown, NJ	Sammons	80,209	(2/88)
66.	Milwaukee, WI	Warner	80,000	(9/87)
67.	New Orleans, LA	Cox Cable	78,942	(12/87)
68.	Baton Rouge, LA	Daniels & Assocs.	78,888	(12/87)
69.	Oakland County, MI	United	78,559	(2/88)
70.	South Bend, IN	Heritage	77,963	(12/87)
71.	Cook County, IL	Continental	77,800	(2/88)
72.	Albuquerque, NM	Jones Intercable	77,300	(2/88)
73.	Akron, OH	Warner	77,202	(12/87)
74.	Indianapolis,IN	ATC	77,000	(12/87)
75.	Columbus, OH	Warner	75,774	(12/87)
76.	Cleveland Heights, OH	Viacom	75,200	(3/88)
77.	Allentown, PA	Service Electric	75,000	(9/87)
78.	Flint, MI	Comcast	75,000	(10/87)
79.	Hillsborough, FL	Paragon	75,000	(1/88)
80.	St. Petersburg, FL	Paragon	75,000	(1/88)
81.	Melbourne/Cocoa, FL	ATC	74,200	(6/87)
82.	Medford Complex (Boston Suburbs), MA	Warner	74,043	(12/87)
83.	Providence/Warwick, RI	Times Mirror	73,415	(12/87)
84.	Omaha, NE	Cox Cable	72,825	(12/87)
85.	Ocean County, NJ	Adelphia	72,355	(3/88)
86.	Contra Costa Co. CA	Televents	72,252	(10/87)
87.	Fayetteville, NC	ATC	72,000	(12/87)
88.	Lower Fairfield Co., CT	Cablevision Co.	71,168	(12/87)
89.	El Paso, TX	Paragon	71,000	(1/88)
90.	Oklahoma City, OK	Cox Cable	70,366	(12/87)
91.	Tucson, AZ	Cooke Cablevision	70,203	(3/88)
92.	Santa Monica, CA	Century	69,900	(12/86)
93.	Des Moines, IA	Heritage	69,721	(12/87)
94.	Little Rock, AR	Storer	69,121	(12/87)
95.	Lincoln, RI	Heritage	68,608	(12/87)
96.	Greater Bridgeport, CT	Cablevision Co.	68,506	(12/87)
97.	Madison, WI	TCI	68,000	(12/87)
98.	New Haven, CT	Storer	67,363	(12/87)
99.	Birmingham, AL	ATC	67,000	(12/87)
100.	Syracuse (suburbs), NY	NewChannels Corp.	66,952	(12/87)